



## Big Names Get Onboard for the Ultimate Lifestyle Show

Adelaide Showground, 15-17 Oct 2010

Outdoor enthusiasts in Adelaide are being given even more reason to get excited about the upcoming SA Boat & Fishing Show and 4WD Adventure Show with most of the leading brands in the industry confirming they will be part of the Show.

Show organiser Ian Digby said since the Show was first announced, the response from people in the industry has been nothing but positive. He said all the top brands in 4 wheel drives had booked, as well as leading names in boat dealers, camper trailers, and 4WD accessories.

"Anyone looking for 4 wheel drives will be spoiled for choice," he said.

"We have already confirmed that all the big names will be there, including Lexus, Nissan, Toyota, Land Rover, Range Rover, Renault, Volvo and Audi. We also have 4WD accessories covered with ARB, TJM and MSA 4x4 Platinum Group among the many distributors exhibiting," Ian said.

"We also have confirmed a number of local boat dealers such as Yamaha Pitman Marine, Christies Beach Marine, Pacific Marine, Pelican Marine and Hodge Marine; as well as ski boat manufacturers Malibu, Camero and Matrix to name a few. Rounding out an impressive boating lineup is the luxury range of motor cruisers from Searay."

"And for those interested in camping, we have your campertrailer needs covered, with Challenge Campers, GIC, Heaslip Camper Trailers, Travelander, Vista RV, Trayon, OZtent and Aussie Swag confirmed. Plus many more leading manufacturers and distributors of fishing tackle, dive gear, boating accessories, camping and outdoor gear – too many to name!" he said.

"We have an action packed weekend of entertainment planned, which will include fishing and scuba demonstrations and presentations, 4WD adventure track, kids activities, fashion parades and much more."

The 2010 Club Marine SA Boat & Fishing Show and 4WD Adventure Show is shaping up to be the biggest event on this year's calendar.

See [www.4wdshow.com.au](http://www.4wdshow.com.au) or [www.saboatshow.com.au](http://www.saboatshow.com.au) for more information.

# SA Boat & Fishing Show 4WD Adventure Show

## NEWS UPDATE Issue 2 - July 2010



# OCT 15-17 2010



# 2 great shows in 1

CLUB MARINE  
**SA** BOAT & FISHING SHOW





## A day out you'll never forget!

As well as the impressive range of products to be exhibited, the entertainment confirmed for the Show is worth getting excited about!

The weekend promises to be action packed, with non stop entertainment and plenty of things to do for the whole family!

The entertainment and special guests for the Show include:

- Andrew Ettingshausen (ET), rugby league legend and celebrity fisherman, giving his best fishing tips. (Sunday only)
- David Hodge (Hodgy) the Barefoot Fisherman, with his expert fishing demonstrations.
- Celebrity Chef Bart Beek will bring a tantalising Mediterranean flavour to his cooking demonstrations.
- 4WD expert Ricky Esser
- The 4WD Adventure Track, purpose built to deliver a thrill to those who want to see how well their favourite car performs.
- Live fishing demonstrations in the Aquatank.
- The Ferris Wheel will be in full swing, offering fun for all ages.

To promote the event as a family friendly day out, children under 16, when accompanied by an adult, will be admitted FREE of charge!

## Show promotion

Roadshow Adventures is pleased to announce that the Adelaide Advertiser and Channel 7 have come onboard as media sponsors. An extensive marketing campaign is currently being devised which will take advantage of print advertising in the Advertiser, as well as television promotion on Channel 7 in the lead up to the Show. Major sponsor Club Marine will provide comprehensive coverage, including a special preview in their magazine. Other well known trade publications will be supporting the marketing campaign, including Trailerboat, Traderboat and 4x4 Australia magazines. Such a huge event warrants large-scale promotions, and we will be utilising all relevant media to advertise and promote the Show.

## Proudly South Australian

Roadshow Adventures is managed in South Australia by Ian Digby from the Automotive Exhibitors Association. Ian is well known in the industry for presenting the Adelaide Motor Show. He is currently working with local businesses to create the ultimate outdoor lifestyle show.